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The Abruzzo Wine Consortium Returns To The US With A Series of Masterclasses to Discover Its Signature White and Red Wines

The Masterclasses will be held in New York and Chicago in conjunction with the Simply Italian Great Wines Tour, and in Boston. The initiatives are part of the "The Charming Taste of Europe" campaign.

New York, October 2022, - [The Consorzio di Tutela Vini d'Abruzzo](#) is pleased to announce its return to the US with multiple occasions to taste its signature wines and learn about them from some of the best wine educators of the country. Two of the masterclasses in the program are part of [Simply Italian Great Wines US Tour](#) that will have among its protagonists a selection of 14 Abruzzo producers traveling from Italy to present their wines in person. The tour will stop in New York at Chelsea Square on Oct 24th and in Chicago at the Intercontinental Magnificent Mile on Oct 26th for its annual wine tasting promotion of Italian Fine Wines.

Beside the wines presented at the walk around tasting, the Consorzio Tutela Vini d'Abruzzo will promote in New York the masterclass "Montepulciano d'Abruzzo, a great Italian red wine" at 11am. The class will feature speaker Joe Campanale and a selection of Montepulciano d'Abruzzo wines.

On October 26th the Simply Italian Great Wine tour will be in Chicago where the Consorzio Tutela Vini d'Abruzzo will host another masterclass at the Intercontinental Magnificent Mile at 11 am highlighting "Pecorino: The White Wine of the Future". The class will feature speaker Tom Hyland, Chicago-based wine writer, educator and photographer, with 40 years of experience in the wine industry.

In Boston on October 25th there will be another important appointment with the Consorzio Tutela Vini d'Abruzzo, with a masterclass about the king of its red wines, the Montepulciano d'Abruzzo DOC, with its characteristic ruby red color, the unmistakable fragrance of red fruits, flowers and spices, and a dry, soft and moderately tannic flavor. Following there will be a luncheon for participants. These events are reserved for trade and media, who can register at this [link](#).



Activity included into the - "The Charming Taste of Europe", Campaign co-funded by the European Union - Reg. (UE) 1144/2014 - N.101015721 - REG.1144/2014_CHARMEU_101015721



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The participation in the Simply Italian Great Wines and the masterclasses are part of the **Charming Taste of Europe**, a three-year campaign started in 2021 promoted by the Vini d' Abruzzo consortium and the Union of Sweet Bordeaux Wines, along with fruit producers in Greece's Union of Agricultural Cooperatives of Kavala (Kavala COOP) and Agricultural Cooperative of Rachi Pieria ("Agios Loukas"), co-financed by the European Union.

To learn more about "The Charming Taste of Europe Campaign," visit charmingtasteofeurope.eu, Pages dedicated to "The Charming Taste of Europe" can be found on all main social networks, such as [Facebook](#), [Instagram](#), and [YouTube](#). The participating Consortia invites everyone to join the social media campaign using the hashtag #charmeu.

About the Charming Taste of Europe:

Europe, a place with timeless charm, is the birthplace of some of the highest-quality products in the world. The Charming Taste of Europe is a special project that introduces exquisite specialties to the United States and Canada, such as Italian and French wines, and fresh fruits from Greece, that showcase Europe's charm, beauty, culture, history, art, heritage and unmistakable tastes.

The mission of the Charming Taste of Europe, co-funded by the European Union, is to increase awareness of the merits and quality standards of select European wines and fresh fruits with promotional activities in the competitive markets of the U.S. and Canada. The Charming Taste of Europe is promoted by the Consortium for the Protection of Wines of Abruzzo, the Union of Agricultural Cooperatives of Kavala (Kavala COOP), the Agricultural Cooperative of Rachi Pieria "Agios Loukas" and the Union of Sweet Bordeaux Wines. These European agricultural products, famous around the world for their outstanding qualities, will continue to be promoted with initiatives and events for consumers, journalists and trade professionals. For more information visit charmingtasteofeurope.eu



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YouTube: [The Charming Taste of Europe](https://www.youtube.com/TheCharmingTasteofEurope)

Hashtags: #thecharmingtasteofeu and #charmieu

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